

Advanced Service Drive Techniques

Chapter 1: Introduction

- Session 1: Introduction
- Session 2: Creating a Win-Win Environment
- Session 3: The Lion's Den

Chapter 2: Understanding the Customer

- Session 1: What the Customer Expects
- Session 2: What Makes the Customer Defensive
- Session 3: How to Lower a Customer's Defensive Posture

Chapter 3: Meet & Greet

- Session 1: Do's and Don'ts
- Session 2: Process Steps
- Session 3: Guiding the Customer
- Session 4: Understand the Impacts
- Session 5: Generating Additional Revenue

Chapter 4: Walkarounds

- Session 1: Understanding the Purpose
- Session 2: How to Engage Customers
- Session 3: Mastering Specific Steps
- Session 4: How to Gather Information
- Session 5: Ways to Navigate with the Customer
- Session 6: Identifying Needs & Opportunities

Chapter 5: Estimate, Preparation & Presentation

- Session 1: Proper Way to Prepare an Estimate
- Session 2: What to Include or Exclude
- Session 3: How an Estimate Can Damage Your Approval Chances
- Session 4: How to Engage through the Presentation
- Session 5: The Steps to a Successful Presentation

Chapter 6: The MPI Presentation

- Session 1: Guiding the Customer
- Session 2: Adding Value
- Session 3: How the MPI Can Hurt You

Chapter 7: Prepare for the Sale

- Session 1: Utilization of Pre-Work Orders
- Session 2: Proper Review of the Service History
- Session 3: How to Properly Structure Findings and Communicate to Customers

Chapter 8: Menu Presentations

- Session 1: Services Due by Time / Mileage
- Session 2: Value-Added Services
- Session 3: Maintenance Packages
- Session 4: Preventative Maintenance
- Session 5: How to Present Services to Customer
- Session 6: Knowing How to Define by Priority

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Chapter 9: Value Presentations

- Session 1: We Talk Over People's Heads
- Session 2: What is Show & Tell
- Session 3: The In-Person Presentation
- Session 4: The Video Presentation

Chapter 10: Time Management

- Session 1: How Much Time is Too Much with a Customer
- Session 2: How to Properly Structure Your Day
- Session 3: Utilization of Your Most Valuable Resource
- Session 4: Time Wasted
- Session 5: Defined Processes that Minimize Time
- Session 6: Identifying the Biggest Daily Sources

Chapter 11: Managing Customer Expectations

- Session 1: The Rules of Communication
- Session 2: Understanding the Next Steps
- Session 3: Transparency in Charges
- Session 4: Setting Realistic Expectations
- Session 5: Best Contact Methods

Chapter 12: Status Updates

- Session 1: Defining the Different Types of Statuses
- Session 2: When to Deliver a Status Update
- Session 3: How to Deliver the Update

Chapter 13: The Active Delivery

- Session 1: The Active Delivery
- Session 2: True vs. Partial
- Session 3: Benefits
- Session 4: The Ultimate Differentiator
- Session 5: How the Active Delivery Generates an ROI

Chapter 14: CSI Performance

- Session 1: Top Box CSI
- Session 2: Processes Defined
- Session 3: Creating Additional Revenue
- Session 4: Increasing Retention
- Session 5: Sales Impacts

Chapter 15: Handling Irate Customers

- Session 1: What Makes Them Angry
- Session 2: Aggression versus Kindness
- Session 3: Don't Get Drawn into a Conflict